



U.S. ENVIRONMENTAL PROTECTION AGENCY  
U.S. DEPARTMENT OF ENERGY  
ENERGY STAR® Labeling Programs  
Washington, DC 20460



## Guidelines for Proper Use of the ENERGY STAR® Name and Logo for the Insulation Program

*(Updated January 21, 1999)*

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ENERGY STAR Insulation Logo  
Figure #1



When installed as suggested in the ENERGY STAR®  
Insulation Guide, this product can save energy.  
Ask for the Insulation Guide or  
call 1-888-STAR-YES.

The ENERGY STAR® Name and Logo are registered marks of the EPA, and have been licensed to the DOE. As such, the Name and Logo may only be used in accordance with the following guidelines and the Memoranda of Understanding (MOU) signed by Partners in the ENERGY STAR program. **Please distribute these guidelines to those who will be responsible for preparing ENERGY STAR materials on your behalf.**

EPA oversees proper use of the ENERGY STAR Name and Logo. This includes monitoring the use of the marks in the marketplace, and directly contacting those organizations that are using them improperly or without authorization. Consequences to Partners of misusing the marks may include the termination of the Partner's participation in the ENERGY STAR program. Please also note that under several federal statutes, including 19 USC § 1526 and 19 USC § 1595(a), products imported into the U.S. using the marks improperly or without authorization are subject to possible seizure and forfeiture by the U.S. Customs Service.

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ENERGY STAR is a U.S. registered mark.

## I. INTRODUCTION

The ENERGY STAR Name may be used for **general educational purposes**. The Name may be displayed when describing the ENERGY STAR program, such as in a special educational brochure, newsletter, annual report, or other article that provides the details of the program and the program's requirements. (See Section II below for more information.)

The Logo may be used as a **product label** to designate specific products that meet the specifications contained in the ENERGY STAR MOUs. (See Section III below for more information.)

## II. GENERAL EDUCATIONAL USE OF THE ENERGY STAR NAME

Partners and other entities authorized by the EPA are allowed to include the ENERGY STAR Name in general educational or informational materials that discuss the ENERGY STAR program. This includes utility bill stuffers, promotional material, brochures, newsletters, annual reports, speeches, posters, advertisements, articles, product sales materials and packaging, Internet/world wide web documents, and other materials in print or electronic media, etc.

When Partners are using the Name for educational purposes, it is not necessary to include the statement "When installed as suggested in the ENERGY STAR<sup>®</sup> Insulation Guide, this product can save energy. Ask for the Insulation Guide or call 1-888-STAR-YES." However, Partners may wish to include similar wording in the accompanying text.

## III. USE OF LOGO AS A CERTIFICATION MARK

### A. Using the Logo on Product Labels

***The Logo is a certification mark and may only be used to certify specific products that have been determined to meet the ENERGY STAR program requirements.*** For insulation, the Logo may be used directly on the insulation or on materials associated with the product, such as packaging or product inserts. In order to maintain the integrity of the Logo, and the credibility of the ENERGY STAR programs, it is imperative that this basic rule not be broken.

Only ENERGY STAR Partners may use the Logo in connection with a certified product. Each ENERGY STAR Partner has signed an MOU making it responsible for the proper use of the Logo. This includes its own use of the Logo, as well as use by its authorized representatives, e.g., ad agencies, distributors, etc. Therefore, the Partner should make available these Logo Use Guidelines to any party that would be preparing materials on the Partner's behalf.

### B. Using the Logo in Product Advertisements

When preparing print advertisements or brochures, the Logo should be placed on or directly adjacent to the insulation. If the insulation is pictured in the advertisement (and that product is compliant) the Logo may be placed anywhere on the page. But if multiple products are pictured in

addition to insulation, the Logo should be placed only next to the insulation products which are compliant. The Logo may not be placed along the bottom or side of the advertisement next to other general icons unless every product pictured in the advertisement is ENERGY STAR compliant.

If the Logo is used in a general advertisement for a product line where only certain products (i.e. insulation) are compliant, the Partner should include language that clarifies the situation (e.g., "These insulation products meet the ENERGY STAR® requirements") or the Partner may include specific language under each of the insulation products (e.g., include a bullet point "ENERGY STAR® compliant" in a list of product attributes).

### **C. Using the Logo When Not Referencing a Specific Product**

The only time the Logo may be used without making reference to a specific product is when it is used to inform the public of the certification purpose of the mark. For example, a Partner may display the Logo in a brochure, manual, or other document along with a statement that reads, "Look for the Logo on our products. This means that the product meets the ENERGY STAR guidelines for energy efficiency." Similar statements include the following, "The symbol for energy efficiency" or "Placed on products that meet the energy-efficiency guidelines set by the EPA." In addition, under no circumstances shall the Logo or Name be used in a manner that would imply EPA or DOE endorsement of the company, its products, or its services.

### **D. Logo Disclaimer Statement**

*When the ENERGY STAR Logo is associated with insulation, it shall always be accompanied by the following statement: "When installed as suggested in the ENERGY STAR® Insulation Guide, this product can save energy. Ask for the Insulation Guide or call 1-888-STAR-YES."* The disclaimer statement must accompany the Logo and appear just below it, as it appears on the first page of these guidelines and in the electronic file provided to you. The label and statement must be clearly displayed on packaging, and the font type and size of the statement must be legible. If a Partner wishes to use the Logo in a TV advertisement, it is possible to exclude this statement if it would not be clearly visible to viewers.

#### **As a general rule:**

- The type must be visible -- at a minimum, 2.5 point type size.
- The disclaimer statement may be translated into languages appropriate for the intended end market of the product.

## **IV. REPRODUCTION OF THE LOGO:**

The ENERGY STAR Logo is available in color and in black and white on disk in two graphic formats: **.EPS (Encapsulated Postscript) and .WMF (for importing to WordPerfect and Power Point).** These files are for distribution to your customer graphics department. The .EPS version can be used on both PC and Mac computers. (.TIF or .BMP formats also are available upon request.)

As described in all of the ENERGY STAR MOUs, the ENERGY STAR Logo shall not be altered, cut apart, or separated. Following are more detailed guidelines:

- The Logo may be resized, but please maintain the same proportions.
- The colors of the 4-color Logo must be reproduced faithfully (4-color process).
- The 4-color Logo may be reproduced in black and white shading.
- The simplified outline or “line art” Logo may be reproduced in the following manner:
  - black or white on solid colors
  - one-color version in the color of your choice
  - two-color version, with colors from the 4-color version, e.g., blue and yellow, green and blue, yellow and blue.

## V. REGISTERED MARK

As noted above, the ENERGY STAR Name and Logo are registered marks of the EPA. When using the ENERGY STAR Name or Logo in communications and marketing materials, you must adhere to the following:

- When referring to the ENERGY STAR program or its Partners, the ENERGY STAR Name must always be expressed in capital letters. It is also appropriate to use a slightly larger point size for the first letter of each word, e.g., twelve point for the E and S, and ten point for the other letters — ENERGY STAR.
- The registered status of the mark must be indicated by including the registered symbol (®) *each time* the ENERGY STAR Name or Logo appears in a brochure, advertisement, poster, product packaging, etc. (i.e., ENERGY STAR®). (Please note that in *EPA- or DOE-developed* materials where the phrase ENERGY STAR is used repeatedly, such as the Logo use guidelines, the registered symbol will only appear once so as not to distract the reader.)

-AND-

The registered mark statement "ENERGY STAR is a U.S. registered mark" may also be used in addition to the registered symbol above to indicate the registered status of the mark. The registered mark statement may be placed where normal explanatory information is found (e.g., at the bottom of an advertisement or poster, at the bottom of the relevant page in a manual or brochure, or on the product packaging).

## **VI. OTHER ENERGY STAR LOGOS**

It is likely that you have seen other versions of the Logo in the marketplace. These logos are either obsolete or for use with other ENERGY STAR programs.

Attached you will find a chart that may be helpful in determining the correct way you should display the Logo. It also displays the Logos that are either for use with other ENERGY STAR programs or obsolete. *Under no circumstances may the Partner associate these Logos with its insulation products.*

## **VII. ADDITIONAL QUESTIONS REGARDING THE USE OF THE LOGO**

ENERGY STAR Hotline

In the U.S. call toll-free: 1-888-STAR-YES (1-888-782-7937)




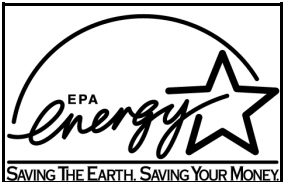

Outside of the U.S. call: 202 775-6650

Fax: 202 775-6680

ENERGY STAR Internet Web Site: [www.energystar.gov](http://www.energystar.gov)

# LOGO USE CHART

## WITH EXPLANATIONS FOR USE

Logo	Program	Terms and Conditions
  <small>When installed as suggested in the ENERGY STAR® Insulation Guide, this product can save energy. Ask for the Insulation Guide or call 1-888-STAR-YES.</small>	<p><b>ENERGY STAR® Logo</b> for use in all of the ENERGY STAR Labeling programs. EPA and DOE shall also use in public information materials.</p> <p><i>*Insulation Program participants can only use this logo.</i></p>	<p>For use by Partners on products or on materials associated with the product (i.e., packaging, product inserts, print advertisements or brochures). (See Section III, part B of the "Guidelines" for details.)</p> <p>Also on checklists/product reporting forms, tool kits or marketing materials for Partners' use that explain the meaning and function of the Logo.</p> <p>When the Logo is used by Partners in connection with a product or its advertising, it <b>MUST</b> always be accompanied by the following statement: "When installed as suggested in the ENERGY STAR® Insulation Guide, this product can save energy. Ask for the Insulation Guide or call 1-888-STAR-YES." (See Section III, part B of the "Guidelines" for details.)</p>
 <small>EPA DOE SAVING THE EARTH. SAVING YOUR MONEY.</small>	<p><b>ENERGY STAR® Logo with Slogan</b> for use by EPA, DOE and others (NGOs, governmental agencies, etc.) in explaining what the ENERGY STAR label means.</p>	<p>For use with material explaining the environmental and economic claims. At a minimum, the material must provide the information given below:</p> <p>"Using products with the ENERGY STAR® label can save energy. Saving energy reduces air pollution and lowers utility bills."</p> <p>Uses include: public information materials. Never to be used on products.</p>
 <small>EPA DOE SAVING THE EARTH. SAVING YOUR MONEY.</small>	<b>OBSOLETE</b>	<b>NEVER</b>
 <small>EPA POLLUTION PREVENTER</small>	<b>OBSOLETE</b>	<b>NEVER</b>